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BTEC

Mark Scheme (Results)

January 2022

Pearson BTEC Nationals
In Travel & Tourism (20207K)
Unit 1: The World of Travel and Tourism

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Unit 1: The World of Travel and Tourism

General marking guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Mark grids should be applied positively. Learners must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark grid, not according to their perception of where the grade boundaries may lie.
- All marks on the mark grid should be used appropriately.
- All the marks on the mark grid are designed to be awarded. Examiners should always award full marks if deserved. Examiners should also be prepared to award zero marks, if the learner's response is not rewardable according to the mark grid.
- Where judgement is required, a mark grid will provide the principles by which marks will be awarded.
- When examiners are in doubt regarding the application of the mark grid to a learner's response, a senior examiner should be consulted.

Specific marking guidance

The mark grids have been designed to assess learners' work holistically.

Rows in the grids identify the assessment focus/outcome being targeted. When using a mark grid, the 'best fit' approach should be used.

- Examiners should first make a holistic judgement on which band most closely matches the learner's response and place it within that band. Learners will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the assessment focus/outcome and will be modified according to how securely all bullet points are displayed at that band.
- Marks will be awarded towards the top or bottom of that band depending on how they have evidenced each of the descriptor bullet points.

Question Number	Answer	Mark
1 a)	Award **one** mark for any of the following up to a maximum of **two marks.** • Accommodation (1) • Transfers/transport (1) • Flights (1) • Excursions/attractions/activities (1) • Representative/ helpline services (1) • Package Holidays of all types (Max 1) • Information/advice on destinations (1) • Booking services/online (1) • Brochures/printed or online (1) • Insurance (1) **Accept any other valid answer.**	**2 marks**

Question Number	Answer	Mark
1 b)	Award **one** mark for any of the following up to a maximum of **two marks.** • To make a profit (1) • Increase market share/new/repeat customers (1) • Increase turnover/sales (1) • Improve/maintain image (1) • Increase and diversify range of products (1) • To operate sustainably (1) **Accept any other valid answer.**	**2 marks**

Question Number	Answer	Mark

1 c) i)	Award **one** mark for any of the following up to a maximum of **two marks**. • They could focus marketing on the UK (1) as they can see that there is a large potential market for holidays (1) • They could offer special deals/packages/promotions for one-week stays (1) as most holiday tourists stay for at least one week (1) • Large hotels/conference centres could offer additional leisure packages (1) to increase length of stay for business tourists (1) **Accept any other valid answer.**	**2 marks**

Question number	Indicative content
1 c) ii)	**Marking instructions** Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the mark scheme as below. **Indicative content guidance** Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but should be rewarded for other relevant answers. **Responses may include** • Length of stay linked to holiday types – business stay fewest nights/VFR longest • May be due to exchange rate variations – euro/dollar/pound • Almost a third of visitors to Europe are VFR, this is higher than to North America due to easier movement between UK and Europe • Europe has more visitors, due to easier access from the UK • Holiday type – more shorter holidays/second holidays in European countries from the UK • More airline choice to Europe, including low cost • North America overall receives fewer visitors due to higher costs/visa restrictions • North America has longer business trips as more likely to extend business trips and combine with leisure • Length of stay in North America is longer due to distance travelled from the UK/flight times for all reasons for travel

Mark scheme (award up to 8 marks

Level	Mark	Descriptor – Analyse
Level 0	0	No rewardable material.
Level 1	1–3	• Demonstrates isolated knowledge and understanding of relevant information: there may be major gaps or omissions. • Provides little evidence of application and links between relevant information; analysis likely to consist of basic description of information or generic statements. • Meaning may be conveyed in a non-specialist way; response lacks clarity and organisation and fails to provide an adequate answer to the question.
Level 2	4–6	• Demonstrates accurate knowledge and understanding of relevant information with a few omissions. • Evidence of application demonstrating some links and interrelationships between factors, leading to an analysis being presented.

		• Demonstrates the use of logical reasoning, clarity and appropriate sector-specific language.
Level 3	7–8	• Demonstrates accurate and thorough knowledge and understanding of relevant information; any gaps or omissions are minor. • Evidences through application, leading to a balanced analysis containing links and interrelationships between factors. • Logical reasoning evidenced throughout the response, which is clear and uses appropriate sector-specific language consistently.

Question number	Indicative content
1 d)	**Marking instructions** Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the mark scheme as below. **Indicative content guidance** Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but should be rewarded for other relevant answers. **Responses may include** **Positive implications** • potentially increases revenue/commission • increase sales as city breaks are growing in popularity • opportunity to diversify into niche markets, e.g. long stay/tours/multi-centre due to unique attractions and size of North America • new relationships/opportunities/deals with airlines operating in North America • may attract a wider audience because of new routes from regional airports • helps maintain customer loyalty by offering more choice • trends show an increased demand for these holiday types/destinations **Negative implications** • cost of setting up/launching new products is a risk when holidays to Europe are increasing by 9% (i.e. more than North America) • lack of expertise/contacts with airlines and travel suppliers in North America • cost of training/recruiting staff to enhance product knowledge • competition from more established operators • financial vulnerability due to exchange rate variations which may affect their costs • uncertainty of demand due to visa/entry requirements/ security/distance/length of flight • trends show Europe still more popular

Mark scheme (award up to 10 marks)		
Level	**Mark**	**Descriptor – Evaluate.**
Level 0	0	No rewardable material.

Level 1	1–3	• Demonstrates isolated knowledge and understanding of relevant information; there may be major gaps or omissions. • Provides little evidence of application and links between relevant information. Evaluation likely to consist of basic description of information. • Conclusions may be presented but are likely to be generic assertions rather than supported by evidence. • Meaning may be conveyed, but in a non-specialist way; Response is likely to lack clarity, and fails to provide an adequate answer to the question.
Level 2	4– 7	• Demonstrates accurate knowledge and understanding of relevant information with a few omissions. • Evidence of application demonstrating some links and interrelationships between factors, leading to a judgement/judgements being made. • Evaluation is presented leading to conclusions, but some may be lacking support. • Demonstrates use of logical reasoning, clarity and the use of appropriate sector-specific language.
Level 3	8–10	• Demonstrates accurate and thorough knowledge and understanding of relevant information. Any gaps or omissions are minor. • Evidence of application, leading to balanced evaluation • drawing on links and interrelationships between factors. • Displays a well-developed, balanced and coherent evaluation, demonstrating a thorough grasp of competing arguments, leading to supported conclusions. • Demonstrates the use of logical reasoning, clarity and appropriate sector-specific language used consistently.

Question Number	Answer	Mark
2 a) i)	Award **one** mark for any of the following up to a maximum of **one mark.** • Going on holiday/day trip/short break away from your place of work/residence (1) • Travelling for pleasure/relaxation/enjoyment or special interests or special events (1) **Accept any other valid answer.** **Do not accept 'travelling for leisure'.**	**1 mark**
2 a) ii)	Award **one** mark for any of the following examples up to a maximum of **one mark**. • Conferences(1) • Exhibitions (1) • Training (1) • Meetings (1) • Short-term work contracts (1) • Incentive travel (1) **Do not accept 'travelling for work/business'** **Accept any other valid answer.**	**1 mark**

Question Number	Answer	Mark
2 b)	Award **one** mark for any of the following up to a maximum of **two marks**. • Financial protection/refunds/compensation/ABTA bond for customers if business fails (1) • Arbitration service when things go wrong on holiday/complaint resolution (1) • Liaison with Foreign Commonwealth and Development Office (FCDO) for travel advice (1) • Branding/logo/financial support for travel agents (1) • Campaigning on behalf of the industry (1) • Work with ATOL to repatriate customers (1) • Representing their members to government/lobbying (1) **Do not accept answers related to 'maintaining standards'** **Accept any other valid answer.**	**2 marks**

Question Number	Answer	Mark
2 c)	Award up to **two** marks for each point. One mark to be awarded for the way/method and one mark for a description of how it is used. • Advertise events on social media sites (1) with images of new destinations (1) • Digital pop ups/adverts on websites (1) with details of offers/holidays/opening times (1) • Email existing customers (1) with priority invitations to the event (1) • Online competitions (1) such as prize draws to win products/vouchers/holidays (1) **Accept any other valid answer.**	**4 marks**

Question number	Indicative content
2 d)	**Marking instructions** Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the mark scheme as below. **Indicative content guidance** Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but should be rewarded for other relevant answers. **Responses may include:** • Tour operators – extra staff to help guests move from accommodation/provide emergency accommodation/shelter if hurricanes are forecast to hit the area • FCDO/ABTA – set up emergency helplines to reassure relatives in the UK after an extreme weather event such as a flood • Accommodation providers – implement evacuation procedures • Airlines may need to reposition aircraft as they may not be able to land due to high winds/storms • Train companies – planned detours, cancellations if a landslide affects a route • Cruise operators may have to alter planned itineraries if a cyclone or hurricane is forecast in the area • All - Refunds, rebooking and compensation costs • All involved organisations - Crisis management and major incident plans invoked

Mark scheme (award up to 8 marks)

Level	Mark	Descriptor – Discuss
Level 0	0	No rewardable material.
Level 1	1–3	• Demonstrates isolated knowledge and understanding of relevant information; there may be major gaps or omissions. • Provides little evidence of weighing up of competing arguments or pros/cons in context; discussion likely to consist of basic description of information. • Meaning may be conveyed but in a non-specialist way; response lacks clarity and fails to provide an adequate answer to the question.
Level 2	4–6	• Demonstrates accurate knowledge and understanding of relevant information, with a few gaps or omissions. • Discussion is partly developed but will be imbalanced; evidence of weighing up of competing arguments and/or pros and cons in context.

		• Demonstrates the use of logical reasoning, clarity and appropriate sector-specific language.
Level 3	7–8	• Demonstrates accurate and thorough knowledge and understanding of relevant information; and gaps or omissions are minor. • Displays a well-developed and balanced discussion, demonstrating a thorough grasp of competing arguments and/or pros and cons in context. • Logical reasoning evidenced throughout the response, which is clear and uses sector-specific language consistently.

<table>
<tr><th>Question number</th><th colspan="2">Indicative content</th></tr>
<tr><td>2e)</td><td colspan="2">Marking instructions

Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the mark scheme as below.

Indicative content guidance

Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but should be rewarded for other relevant answers.

Responses may include:
• Less domestic tourism due to the cost of flying abroad being decreased
• Increased inbound/outbound tourism as it will be cheaper to fly from UK/depart home again
• Job losses in attractions/accommodation in the UK as they may have less customers if more outbound tourism
• Airports may expand creating more employment
• Increased competitiveness of UK with European hubs which currently have lower APD rates
• Loss of revenue for government/DCMS from APD so less to invest in the tourism industry/negative impact on UK balance of payments
• Reduction in Eurostar and ferry travel as it may now cost more than flying to France
• More people travelling in business/first class as more affordable if APD rates are reduced
• Possible increases in government taxation for aviation industry due to environmental concerns/increased emissions if more flights are introduced</td></tr>
<tr><td colspan="3">Mark scheme (award up to 10 marks)</td></tr>
<tr><td>Level</td><td>Mark</td><td>Descriptor – Analyse</td></tr>
<tr><td>Level 0</td><td>0</td><td>No rewardable material.</td></tr>
<tr><td>Level 1</td><td>1–3</td><td>• Demonstrates isolated knowledge and understanding of relevant information: there may be major gaps or omissions.
• Provides little evidence of application and links between relevant information; analysis likely to consist of basic description of information or generic statements.
• Meaning may be conveyed in a non-specialist way; response lacks clarity and organisation and fails to provide an adequate answer to the question.</td></tr>
<tr><td>Level 2</td><td>4– 7</td><td>• Demonstrates accurate knowledge and understanding of relevant information with a few omissions.</td></tr>
</table>

		• Evidence of application demonstrating some links and interrelationships between factors, leading to an analysis being presented. • Demonstrates the use of logical reasoning, clarity and appropriate sector-specific language.
Level 3	8–10	• Demonstrates accurate and thorough knowledge and understanding of relevant information; any gaps or omissions are minor. • Evidences through application, leading to a balanced analysis containing links and interrelationships between factors. • Logical reasoning evidenced throughout the response, which is clear and uses appropriate sector-specific language consistently.

Question Number	Answer	Mark
3a) i)	Award **one** mark for each **named** example of a natural attraction in the UK • Lake District • Norfolk Broads • Snowdonia • Ben Nevis • White Scar Caves **Accept any other valid response.**	**1 mark**
3 a) ii)	Award **one** mark for each **named** example of a heritage attraction in the UK • Warwick Castle • York Minster • Buckingham Palace • Stonehenge • Big Ben • Buckingham Palace **Accept any other valid response.**	**1 mark**
3 a) iii)	Award **one** mark for each **named** example of a purpose-built attraction in the UK • Alton Towers • Chessington • Drayton Manor • Madame Tussauds **Accept any other valid response.**	**1 mark**

Question Number	Answer	Mark
3 b)	Award **one** mark for each use of technology up to a maximum of **two** marks. • Self-guided audio tours with headsets (1) • Multimedia/animatronic presentations (1) • Touch-screen activities/interactive screens/VR experiences for children(1) • e-tickets/fast-passes (1) • Apps with digital maps (1) •	**2 marks**

	Accept any other valid response.	

Question number	Indicative content
3 c)	**Marking instructions** Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the mark scheme as below. **Indicative content guidance** Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but should be rewarded for other relevant answers **Responses may include:** • Need for competitive and variable pricing strategies to attract, for example, the increased number of one parent families • Increased range of products and services to match changing customer types and needs, e.g. gardens and tea shops for the increasing grey market • Variable opening times and seasons to appeal to customers in traditional off peak times, e.g. having October Halloween events • Flexible staffing arrangements to accommodate changing working patterns of both staff and visitors • Increased investment and upgraded/additional facilities, e.g. rides to keep up with fashions/trends or different food/drink in the cafes to cater for diverse tastes • Importance of marketing/media coverage and PR management to ensure all publicity is positive • Cost of responding to needs will be proportionate to size of attraction, its ownership and operating aims

Mark scheme (award up to 8 marks)

Level	Mark	Descriptor – Discuss
Level 0	0	No rewardable material.
Level 1	1–3	• Demonstrates isolated knowledge and understanding of relevant information; there may be major gaps or omissions. • Provides little evidence of weighing up of competing arguments or pros/cons in context; discussion likely to consist of basic description of information. • Meaning may be conveyed but in a non-specialist way; response lacks clarity and fails to provide an adequate answer to the question.
Level 2	4–6	• Demonstrates accurate knowledge and understanding of relevant information, with a few gaps or omissions.

		• Discussion is partly developed but will be imbalanced; evidence of weighing up of competing arguments and/or pros and cons in context. • Demonstrates the use of logical reasoning, clarity and appropriate sector-specific language.
Level 3	7–8	• Demonstrates accurate and thorough knowledge and understanding of relevant information; and gaps or omissions are minor. • Displays a well-developed and balanced discussion, demonstrating a thorough grasp of competing arguments and/or pros and cons in context. • Logical reasoning evidenced throughout the response, which is clear and uses sector-specific language consistently.

Question number	Indicative content
3 d)	**Marking instructions** Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the mark scheme as below. **Indicative content guidance** Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but should be rewarded for other relevant answers. **Responses may include:** **UNWTO - Importance in supporting UK travel and tourism industry** • to promote tourism worldwide so may not be helpful to UK travel and tourism businesses as tourism is already well developed in the UK • Worldwide organisation – so they can share of good practice from other countries with the UK • Sustainability is a key role so this is helpful for tourism in the UK as well as world • Code of Ethics adhering to world standards which may be different to UK standards • Emphasis put on the economic importance of tourism to a country which may be more effective in new/emerging destinations • Produce statistics showing trends and these could be useful to UK businesses • Some parts of the code, e.g. poverty, may not apply in the UK • Training may not be in UK so businesses will incur high costs to attend **VisitEngland - Importance in supporting the UK travel and tourism industry** • promotes tourism in local areas and regions of England which is good for increasing domestic tourists • Its mission is to 'drive forward the quality, competitiveness and sustainable growth of England's visitor economy by providing strategic direction, intelligence and coordinated marketing' which will help support smaller businesses as well as larger ones • Focuses mainly on domestic tourism so its lack of overseas presence – this is done by VisitBritain, may mean less focus on incoming tourists

	• Has a detailed website with information and statistics which can be used by both businesses and visitors to give them more in-depth knowledge and research on England • Showcases the best of England, its attractions, accommodation and so less popular/smaller attractions may not be helped as much as larger ones. • It is funded by DCMS, this funding may be cut or reduced and lack of investment may cause business failures • Focuses on England rather than the whole of the UK, so Scotland, NI and Wales may be neglected.

Mark scheme (award up to 12 marks)

Level	Mark	Descriptor – Evaluate
Level 0	0	No rewardable material.
Level 1	1–3	• Demonstrates isolated elements of knowledge and understanding; there may be major gaps or omissions • Provides little evidence of application and links between relevant information; evaluation likely to consist of basic description of information • Conclusions may be presented but are likely to be generic assertions rather than supported by evidence • Meaning may be conveyed but in a non-specialist way; response lacks clarity and fails to provide an adequate answer to the question
Level 2	4– 6	• Demonstrates accurate knowledge and understanding of relevant information with a few omissions • Evidence of application, demonstrating some links between factors leading to a judgement being made. • Evaluation is presented leading to conclusions, but some may be lacking support • Demonstrates use of logical reasoning, clarity and appropriate sector-specific language
Level 3	7– 9	• Demonstrates accurate knowledge and understanding of relevant information with a few minor omissions • Evidence of application demonstrating links and interrelationships between factors, leading to supported judgement/s being made • Displays a balanced evaluation, demonstrating an awareness of competing arguments leading to conclusions • Demonstrates use of logical reasoning, clarity and appropriate specialist sector-specific language
Level 4	10–12	• Demonstrates accurate and thorough knowledge and understanding of relevant information; any gaps or omissions are very minor • Evidences through application, leading to a balanced evaluation drawing on links and interrelationships between factors • Displays a well-developed, balanced and coherent evaluation, demonstrating a thorough grasp of competing arguments, leading to supported conclusions

		• Logical reasoning is evidenced throughout the response, which is clear and uses sector-specific language consistently and fluently

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